

SUPPORT  
SMALL  
BUSINESSES

CONSIDER BUYING A GIFT  
CARD OR ORDERING TAKEOUT

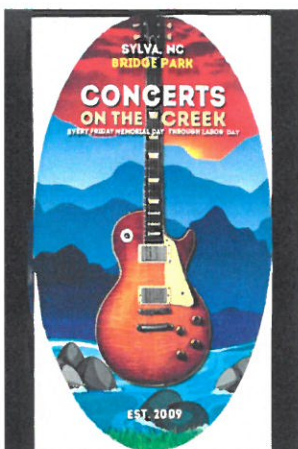
WWW.LOVEJACKSONNC.COM

MOUNTAINLOVERS.COM ■ 828-586-2155

## MARCH 2020 JACKSON COUNTY CHAMBER & VISITOR CENTER REPORT

### The Month of Change

There is too much to include in this report. Sticking to the highlights: we have supported the TDA's efforts and collaborated with many partners including the Cashiers Chamber, EDC, SCC Small Business Center and WCU's SBTDC to be a source of factual information. Our staff has worked remotely for the most part, gathering info and sharing it. Next up – group Zoom meetings for our members, virtual coffee connections and mocktail/cocktail STIR events. We are still planning for the future, even if events are put on hold and rescheduled as necessary. The good news is – our members and the community are responding to us and have appreciated the collaborative efforts of many. Thanks to all! Check out the Chamber's page: <https://www.mountainlovers.com/covid-19-updates> for a comprehensive connection to all county and state declarations, FAQ, local info and more. Our new stickers (below) will be ready when the world is ready to gather again!



**539 Direct Inquiries**

544  
Visitor  
guides  
to area  
hotels,  
75  
fishing  
maps

**194 visitors served  
until March 15th-  
then closed**

**89 phone inquiries**

**Working Remotely!**

**WWW.MOUNTAINLOVERS.COM/  
COVID-19-UPDATES**

All county and state  
declarations are here on  
this page

Updated Daily!

We are Working!

Jackson County Chamber and Visitor Center  
Inquiry and Analytic Report - 2020

	Jan	Feb	Mar	Apr	May	YTD Totals
<b><u>Source</u></b>						
Facebook	1	8	10			19
Flyfishingtrail.com	49	48	32			129
Friend	2	2	2			6
Google Search	8	6	5			19
NCTroutCapital.com	43	34	29			106
TDA site/FB ads	578	538	396			1512
VisitNC.com	1	1	1			3
WCU	0	0	0			0
Blue Ridge Parkway	0	0	64			64
<b><u>Disbursal &amp; Fulfillment</u></b>						
Our Town	19	12	575			606
Dining Guide	860	280	2650			3790
<b><u>Google My Business</u></b>						
FFT views	16,600	13,800	13,788			44188
JCCC views	4,800	5310	2,222			12332
NC Trout Capital views	865	309	1065			2239
FFT searches	9,390	10,077	10,968			30435
JCCC searches	2710	3519	1723			7952
NC Trout Capital searches	525	357	1580			2462
FFT activity	7170	6500	7310			20980
JCCC activity	1260	2160	1075			4495
NC Trout Capital activity	414	491	1660			2565
<b><u>Facebook Analytics</u></b>						
Concerts on the Creek	2896	2912	2919			8727
FFT likes	11283	11,447	11486			34216
Hook,Line & Drinker likes	719	801	808			2328
JCCC likes	8911	8928	8964			26803
NC Trout Capital likes	1681	1728	1737			5146



